

ABSTRACT

A mobile map display apparatus provided with a geomagnetic sensor for detecting earth-magnetism, a display unit, and a control unit able to calculate a geographical bearing based on detection values of the geomagnetic sensor and having a first display processing for display in a direction linked with the calculated bearing when acquiring the map and making the display unit display the map and a second display processing for display fixed to a predetermined bearing. In displaying the map, the control unit makes the display unit perform the display by the second display processing when detecting a drop of precision of the geomagnetic sensor.